



About Rocket Internet

- Leading international venture firm & incubator
- 100+ leading companies launched worldwide since 1999
- 25 international offices in all 5 continents
- Headquarters in Berlin, Germany
- www.rocket-internet.de

Goals

- Accurately measure their data and key variables
- Gain confidence in their Analytics implementation
- Global education & support, to increase use of Analytics

Approach

- Installed Google Analytics across all businesses globally
- Implementation & business audit, with employee trainings
- Development of a support and escalation process to answer questions
- Ongoing notification of new Google Analytics features

Results

- Rolled out Google Analytics Premium successfully across 100+ businesses
- Greater insights from being able to measure all the traffic to their websites
- Employees empowered to ask questions of Google Analytics Premium support
- Broader adoption of Analytics enabled more data driven decision making

Rocket Internet turns to Google Analytics Premium to support their growing business needs and experience adoption of analytics at a global scale.

Rocket Internet is a leading international online venture firm & incubator. They help build and accelerate new business ideas into market leading companies. Startups across the world have benefited from the support of Rocket Internet. Brands such as Zalando in Germany, lamoda in Russia, Namshi in the Middle East, The Iconic in Australia, & dafiti in Brazil are just few of the 100+ startups Rocket Internet has invested in and helped to grow into leading companies.

Many of the international start up's that Rocket Internet has worked with used online marketing and web analytics tools including the standard version of Google Analytics. The standard version of Google Analytics provided a solid foundation, but as their companies grew they found they needed more data & tools. They were running into data hit limits, needed more than 5 custom variables, access to unsampled data for more insight, and service level agreements to guarantee the data would be available when they needed it. Plus they had the additional complexity of different companies all over the world with Analytics questions, data interpretation requests, and occasional implementation issues.

Expanding access to data & knowledge

Rocket Internet decided to purchase Google Analytics Premium via Trakken Web Services in Germany to support their growing businesses. The additional product features helped them break through the limitations they had been experiencing with the standard version of Google Analytics. Plus the account support provided through Google Analytics Premium that helped them to truly scale and grow data driven decision-making across all of their businesses.

Trakken helped them increase the quality of their Analytics implementation globally, be confident their data is accurate, and widened globally usage of Analytics. They relied upon Trakken to address the frequent and constant support questions from all their international businesses. Trakken created a unique support email address for Rocket Internet, which they communicated to each of their businesses around



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the globe. Anyone within the Rocket Internet business family can send questions, problems, or issues they are experiencing with Google Analytics Premium. Emails are answered within 24 hours, an escalation process for urgent issues, and they proactively alert Rocket Internet to any updated features within Google Analytics.

Worldwide data driven decision making

With Google Analytics Premium, Rocket Internet now receives worldwide service & support. As a result they have seen an increase in global Google Analytics usage, they are confident in their implementation quality and are able to make updates that keep them up to speed with their growing businesses needs. Trakken's timely and reliable global support ensures everyone within the Rocket Internet family of businesses can gain insights and make quality decisions based on their Analytics data.

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.co.uk/analytics

About Trakken

Trakken is a leading consulting company specialized in Web Analytics and Conversion Optimization. As a Google Analytics Certified Partner since 2008 and a successful Google Analytics Premium Reseller, Trakken is well respected in the Analytics field and a great resource in the German speaking countries. Its founders Timo Aden and Lennart Paulsen are former Google employees where Timo Aden was responsible for Google Analytics in Germany, Austria, Switzerland and the Nordics. He also wrote three bestselling Books about Google Analytics and runs the biggest web analytics blog in Germany. Trakken also has a leadership role in producing the Google Analytics conferences in Germany – the Analytics Summit.

